GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:4553
ANSWERED ON:22.08.2000
FILMS FOR RURAL DEVELOPMENT
GAJENDRA SINGH RAJUKHEDI

Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) whether the Ministry produce films for the publicity of the programme related to rural development;

(b) if so, the details of films produced by the private film producers during each of the last three years and the current year; and

(c) the criteria followed for selecting the private film producers for awarding contracts for producing these films?

Answer

MINISTER OF STATE FOR RURAL DEVELOPMENT (SHRI SUBHASH MAHARIA)

(a): Yes, Sir.

(b) & (c): No films have been produced through private producers directly by the Ministry during the last three years and the current year so far. The details of short audiovisual films (Spots) produced through DAVP are enclosed at Annexure.

ANNEXURE

ANNEXURE REFERRED TO IN REPLY TO PARTS (b) & (c) OF LOK SABHA UNSTARRED QUESTION NO.4553 FOR 22.8 REGARDING FILMS FOR RURAL DEVELOPMENT

Sl.No.	Year	Theme of Film	Agency
1.	1997	45 second Spot on National Old Age Pension Scheme	Directorate of Advertising and Visual Publicity
2.	1997	30 second Spot on National Family Benefit Scheme	Directorate of Advertising and Visual Publicity
3.	1997	30 second Spot on National Maternity Benefit Scheme	Directorate of Advertising and Visual Publicity